

STRATEGIC PLANNING SUMMARY NOTES
EXTERNAL COMMUNICATION
October 16, 2008

Karen Fischer-Gray, Kim Freeman, Courtney Montague, Vickie Stom, Denise Walton

Question posed: What must Mt. Hood Community College do to become a world-class education and training partner in your community, your life, your business?

- Connect kids seamlessly to MHCC, including educational career pathways that articulate from K- 12 to MHCC and meet the needs of our regional workforce
- Increase number of clubs/activities for all students of color-beyond Latino
- Certified Nurse Assistant Program Level 1 and 2 at Maywood Park Campus
- Develop more on-line programs/evening weekend programs offered at Maywood for adults
- The College needs customer service that is 24/7, just like the business world
- More customized training and funds to support the departments providing it, i.e., new supervisor/leadership training, Lean/SigSigma
- Develop/create more educational opportunities that are relevant for ELL/VESL students
- Include partners in the development of the VESL programs and consistently market these programs to the community
- Enhance consistent two-way communication between MHCC and partners
- Businesses need not only the technical skills but the economic/soft skills for pipeline and incumbent workers
- More public/private collaborations
- Participate in community learning events (MHCC staff needs to do this)
- MHCC should be more involved in K-12-from elementary to high school, i.e., MHCC students as volunteer tutors
- MHCC should collaborate, not command, what K-12 should do
- Very detailed idea based on a model from Southern Oregon:
CREATED= Collaborative (education, business, college), Relevant, Educational, Applied Technology (for) Economic Development
A core group of leaders from across the region (from the subgroups listed above) meet four times per year-to define the training needs and create action plans for business/education - specifically focusing on four to five specific industries

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FINANCIAL RESOURCES

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Duke Shepard, Joe Gall, Andrew Jackman, Eric Juenemann, JoAnn Zahn

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- Program development
 - Visionary to future
 - Emerging industries and technology
 - Signature programs that Industry will provide funding
 - Be “Green” and sustainability focused
 - Ensure relevance to our “customers” in the district and beyond

- The MHCC district represents more than 300,000 people
 - Be the life-long learning provider
 - Must provide quality in all aspects of teaching and learning
 - Evaluate “where are we now?”
 - Create an experience

- Develop and/or enhance college funding
 - Grow the Foundation endowment
 - Collaborative lobbying for education funding
 - Increase grant writing
 - Maximize resources

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HUMAN RESOURCES

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Dawn Barberis, Sharon Birge, Sheri Mosher, Sue O'Halloran, Tom Perrick, Barbara Rommel

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- MHCC step up as a spokesperson through statistics; tell economic 'story' of our area, (often the media go to PSU); engage the college's research office with the community and become the resource the community goes to for information
- MHCC to become a leader with its vision / be a trusted advisor and liaison / be more engaged with business and industry and all customers
- Outreach, especially among 20-30 year olds, engaging young people who may / may not finish high school; outreach at multiple locations; help students get started
- Match desires of students for jobs to needs of business and industry, leading to living wage jobs for students
- Poverty and crime are up in East County; reach out to those individuals to tell them about jobs and training; get more information out to help them with access to the college
 - Job readiness skills training needed; such as computer skills
- Leverage and understand community partners; better partnerships with employers, high schools and business and industry; economic development
- Communicate and connect with high school counselors; reach high school students and create opportunities to learning pathways to careers
 - Boeing – provides 12 high school students with internships to expose them to manufacturing
 - Workforce / work source
- Anticipate social and learning needs of retiring 'baby boomers' – lifelong learners - partnering off campus so they don't have to 'trek' to the Gresham campus; feed needs other than financial
 - Community education activities – compliment the good job the college is doing
- Organization and staff flexible to find solutions to problems and systems
 - Knowing college staff and leaders; community does not know point people in the college
 - Be results oriented; easily make a call and get where you need to be through personalized attention and response
- Instructors' background – mark of respect of the college; publicly share research/experience of faculty - demonstrates quality of the college
- Business and industry representatives serve on screening committees to provide insight into hiring key college staff

STRATEGIC PLANNING SUMMARY NOTES
INTERNAL RELATIONS

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Ron Hitchcock, Jack Horner, Janine Johnston, Wendy Schissel, Hollis MacLean Wenzel, Marilyn Zook

Question posed: What must Mt. Hood Community College do to become a world-class education and training partner in your community, your life, your business?

- Make MHCC the “hub” of the community
 - Create a speakers bureau of community/business members for classes
 - Identify “superstars” among faculty and get them into the community
 - Create formal and informal internships for students with community organizations
 - Make entire district feel it is part of MHCC

- Make MHCC an “incubator” for ideas and pilot projects—e.g. every school district has same key needs as on our list for Teaching and Learning, ours are not unique but if we work with the districts we create synergy through sharing and “scaling up”
 - Get out to high schools and bring high schools to campus

- Build on what is here—for example,
 - Recognize that our physical space/setting allow us to “demand respect”
 - Natural Resource Management—so appropriate where we live
 - Nursing program
 - CASS program

- Show off MHCC facilities/setting—make them valuable thru events such as
 - Lunchtime concerts open to public
 - “A Taste of MHCC” mini-courses, short performances, exciting lectures, etc. open to public once a month—reminiscent of “Strawberry Shortcake” of MHCC’s former days

- Advertise intensively the “economy of scale” for students attending MHCC in comparison to 4-year or private schools
 - Feature bachelor’s degree completion on campus [partnership with EOU]
 - Brand MHCC—“When I go into X, I want to go to MHCC”
 - Broaden concept of MHCC—not just transfer school

- Host an annual non-profit organization conference so like-minded individuals can get together and share knowledge and ideas with students/faculty

- Host events directed at children, featuring early education—kids are a way to get to parents, too

- Don’t work as a sole entity—build community partnerships instead of thinking in terms of doing community “outreach”

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PHYSICAL FACILITIES

October 16, 2008

Daryle Broadsword, Malcolm McCord, David Miles, Tony Palermini, Shelley Redinger, Dick Strathern, Paul Warr-King

- Technology layout is key-
 - Campus needs to be completely wireless
 - Campus needs to be up to date/cutting edge
 - Students will stay longer perform better
- Campus has poor first appearance
 - 30 plus years of no cosmetic work
 - Gloomy place
 - Failure of bonds at fault
 - Confusing campus access
 - Exits were closed
 - Had to go around back to find access
 - What is back there
 - Early Children Education building almost condemned
- Satellite locations are not well known or utilized in community
 - Maywood is not well known by community
 - High Schools at night have not been options in the past few years as were utilized in the early days of the campus
 - Sandy would love to partner with Mt. Hood this way
 - Cal Center/Bruning not widely utilized at night
 - Could utilize Gresham City Hall
 - Key of the above two spaces is the proximity to MAX
- Clackamas Community College is a very welcoming place by comparison/a place people from within this group have had their own children and friends of their children go
- Perception of “No place for our students to go”
- Need to have 4 year degree programs on our facilities- two members of our group unaware that we have EOU programs on our campus
 - Need to work with PSU
 - Provide more options than business/education
 - Seek more seamless opportunities and offerings
- Need new technology on campus
 - Need to change perceptions of old fashioned place
 - Cash registers in the dining hall appear old and dated

- Make sure all instructional equipment is quality and up to date
 - SmartBoards in classrooms
 - Multimedia in each classroom
- Solar technology needed
 - Partner with high tech industries in Hillsboro, Salem, Troutdale
- Need to be seeking partners to help develop campus and attract new venture capital
- Alternative energy resources need to be developed
- Natural Resources and Sustainability need to be a priority
 - Partner with the Forest Service
 - We are a growing area have a key linkage with our Hospitality and Tourism Program degree options
- Concerns about our infrastructure
 - Fire in the boiler/chiller two summers ago and not able to repair it due to old technology-limping along with only one left
 - creates comfort levels for students
 - Poor working conditions and potential reduced productivity
- Need to be exploring options of facilities/resource
 - Back 40 Acres-
 - Is it still ours
 - What level of development
 - Business
 - Educational space
- Partnerships need to be developed
 - Swimming pool for potential community outreach
 - Rockwood kids who need activities
 - Gresham City Sports Park tournaments that give added value events
- Appearance issues-noticed lots of 'old chewing gum' on the way in 50 pieces
- Need to have daily maintenance
 - Lack of staff to provide for the large facilities
 - Poor motivation of staff????
 - Overworked staff
 - Not enough staff
- Improve site lines for safety on grounds-40 years of landscape growth time to redo the facilities and grounds
- Foundation see donor for new buildings/partnerships- use other Community colleges to see who has had success and the models that they use as to how it can be done more effectively
- Partner with other facilities to leverage new educational programs-
 - McMenamins for a brewing program
 - Miles fiberglass works with Clackamas Community college to develop employees
- Transportation partnerships to help facilitate educational opportunities

- Kids for various athletic programs/activities in arts drama music with 1st Student bus organization
- Free shuttles form each campus
- Make sure Drama, Art facilities utilized and are state of the Art
- Upgrade Band equipment
- Improve lighting on all campuses for safety at night, Gresham, Bruning, Maywood
- Use facilities as a learning lab for National Foundations to Transform MHCC into state of the art Green Facilities
- Develop master plan with outside consultant to look at Entire Campuses to check for maximization of existing facilities and potential redesign and change in utilization of space for maximum efficiency
- Gresham campus Main Mall area in front of the bookstore covered
- Develop a customer center for service
- Mascot of campus needs to have association and recognition with the facilities
- Students need facilities that provide essential needs
 - Comfortable study space
 - Convenient study space
 - Safe
 - Well light
 - Food and beverages that are healthy, affordable, and convenient
- Need to seek out businesses that are evolving
 - Nano technology
 - Health care
 - Provide facility opportunities for high school partners for these growing interest